sent to WBOE AND WKSU 9/22/78

THE CLEVELAND MUSEUM OF ART

11150 EAST BOULEVARD AT UNIVERSITY CIRCLE
CLEVELAND, OHIO 44106 CABLE ADDRESS: MUSART CLEVELAND
SHERMAN E. LEE, DIRECTOR TELEPHONE: 421-7340

PUBLIC SERVICE ANNOUNCEMENT

For use:
Through October 4, 1978

Time: 30 seconds

The Cleveland Museum of Art is offering a free 10-week art appreciation course entitled The Visual Experience. It begins Wednesday, October 4 at 7:30 p.m. and is open to college students with little or no art background. The course, consisting of Wednesday evening slide lectures and Saturday morning gallery discussions, runs through December 13.

Some area universities are offering credit to students taking the course. For information on registration, lecture topics, and whether your university is offering credit, call The Cleveland Museum of Art at 421-7340, ext. 375.

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Submitted by the Public Relations Office, The Cleveland Museum of Art, 11150 East Boulevard, Cleveland, Ohio 44106; 216/421-7340.

sent to CSU radio 9/22/78

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PUBLIC SERVICE ANNOUNCEMENT

For use:
Through October 4, 1978

Time: 60 seconds

The Cleveland Museum of Art is offering a free 10-week art appreciation course to college students. Entitled The Visual Experience, it begins Wednesday, October 4 at 7:30 p.m. and is open to students with little or no art background. The course, consisting of Wednesday evening slide lectures and Saturday morning gallery discussions, runs through December 13.

Offered as an alternative to the standard art history survey, The Visual Experience will focus on the basic elements of art: color, line, form, texture, and space, with special attention paid to the way these elements are employed by artists. There will also be discussions of connoisseurship, museums, and artists' materials and techniques.

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